

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

CINEMAS - Krishna District – Permission to screen five shows between 10.00 A.M. to 1.00 A.M. on all days at M/s Inox Urvashri Theatre Complex, Vijayawada – Orders – Issued.

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HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 138

Dated: 28-02-2009.

Read the following:

1. Representation dated 12-12-2008, of Inox Leisure Limited, Mumbai.
2. Govt.Memo.No.39372/Genl.A2/2009-1, dated 27-12-2008.
3. From the Dist. Collector, Krishna, Machilipatnam, Letter Rc.C2/67/M/2009, dated 24-01-2009.
4. Repn. dated 18-2-2009, of Inox Leisure Limited, Mumbai.

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ORDER:

In the reference first read above, M/s Inox Leisure Limited, Mumbai, requested to permit M/s Inox Urvashri Theatre Complex, Vijayawada, to increase the ticket prices from Rs.80/- to Rs.100/- for all the seats (895), except for Rs.70/- per seat for first four rows (192 seats) in all the three Auditoriums in the Urvashi Theatre Complex, Vijayawada, Krishna District. They have also requested to permit them to screen more than four shows per day per screen in their Multiplex.

2. In the reference third read above, the District Collector, Krishna, has stated that the Licensee has requested to permit to increase the ticket prices from Rs.80/- to Rs.100/- for all the seats (895) in three Screens and reduce from ticket price Rs.80/- to Rs.70/- per seat for first four rows (192 seats) in the three auditoriums in the Multiplex, and requested to consider the issue and also permit to screen more than four shows on all days in the Theatre Complex.

3. An opportunity of hearing was given to the appellant before the Appellate Authority on 17-2-2009 and 18-2-2009, and the case was heard. The management has submitted the written arguments to the Appellate Authority.

4. Further with regard to increasing the number of shows, Government vide G.O.Ms.No.332, Home (General.A) Department, dated 31-08-1996, has issued instructions to restrict the number of shows to be screened in a Theatre not exceeding four per day in the larger interest of Film Industry. Accordingly, Government have amended condition No.43 of para 12 of B-Form Licence by restricting the number of shows to four between 10.00 A.M. and 1.00 A.M. (mid night) in the Andhra Pradesh Cinemas (Regulation) Rules, 1970.

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5. Government have carefully examined the matter i.e., (1) Enhancement of rate of Admission from Rs.80/- to Rs.100/- and (2) Screening of more than four shows on all days in all the three Screens. Government have decided not to agree for change of rates of admission. However, Government have agreed for screening of five shows between 10.00 A.M. to 1.00 A.M. on all the days at Inox Urvashi Theatre Complex, Vijayawada.

6. Government, therefore, hereby permit M/s Inox Urvashi Theatre Complex, Vijayawada, to screen five shows between 10.00 A.M. to 1.00 A.M. in relaxation of relevant Rules.

7. The District Collector, Krishna, is requested to take necessary action in the matter.

8. copy of this order is available on Internet and can be accessed at address <http://www.ap.gov.in/goir>.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJOYENDRA PYAL,  
PRINCIPAL SECRETARY TO GOVERNMENT.

To

The District Collector, Krishna, at Machilipatnam.

Copy to the M/s Inox Urvashi Theatre Complex, Vijayawada.

Copy to the C.T.O. Krishna, at Machilipatnam.

Copy to the P.S. to Principal Secretary to Government,  
Home Department.

Copy to the P.S. to M (Cinematography).

SF/SCs.

// FORWARDED :: BY ORDER //

SECTION OFFICER